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Message Text

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50
ACTION COME-00

INFO OCT-01 AF-10 ADP-00 CIAE-00 EB-11 INR-10 LAB-06

NSAE-00 PA-03 RSC-01 SIL-01 USIA-15 PRS-01 RSR-01

/060 W
---------- 045117
R 091055Z AUG 73
FM AMEMBASSY GABORONE
TO SECSTATE WASHDC 4545
INFO AMCONSUL CAPE TOWN
AMCONSUL DURBAN
AMCONSUL JOHANNESBURG
AMEMBASSY MASERU
AMEMBASSY MBABANE
AMEMBASSY PRETORIA

UNCLAS GABORONE 1197

E.O. 11652: N/A
TAGS: BEXP, LT
SUBJ: BLS TRADE PROMOTION EVENT - PROPOSED LESOTHO CATALOGUE SHOW

REF: STATE 151247

1) EMBASSY BELIEVES PROPOSED BLS CATALOGUE SHOW ON HOTEL, RESTAURANT, CATERING EQUIPMENT COULD BE POTENTIALLY SUCCESSFUL. ASSUME COMMERCE HAS EXAMINED COMMON CUSTOMS UNION EXTERNAL TARIFF STRUCTURE AND SA PRODUCTION CAPABILITY IN PRODUCT CATEGORIES UNDER CONSIDERATION. IF U.S. MANUFACTURERS HAVE DEMONSTRATED ABILITY TO SELL IN SA, THERE NO REASON WHY GOOD SALES RESULTS COULD NOT BE ACHIEVED IN BLS.

2) CONCERNING BOTSWANA, THERE GOOD LONG TERM POTENTIAL FOR MODERN HOTEL DEVELOPMENT AS CONSEQUENCE CURRENT MINING DEVELOPMENTS AND PROSPECTS FOR INDUSTRIALIZATION OVER LONG RANGE. MOREOVER, BOTSWANA GAME PARK RESOURCES AMONG MOST ATTRACTIVE BUT LEAST DEVELOPED FROM STANDPOINT TOURIST FACILITIES
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IN AFRICA. AT PRESENT, HOWEVER, DEVELOPMENT OCCURRING AT VERY

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LEISURELY PACE. BOTSWANA DEVELOPMENT CORPORATION (BDC) FAIRLY ACTIVE IN HOTEL CONSTRUCTION AND MANAGEMENT. OWNS PRESIDENT HOTEL IN CAPITAL WHICH MUST COMPETE NEW HOLIDAY INN. BDC COMMITTED BUILD OR PARTICIPATE CONSTRUCTION NEW HOTEL AT SELEBI-PIKWE, BOTSWANA'S NEW MINING CENTER. MOREOVER, BDC HAS TENTATIVE PLANS PROMOTE HOTEL BUILDING AT COMMERCIAL CENTER IN FRANCISTOWN AND ONE OR TWO HOTELS IN GAME PARKS. MUST EMPHASIZE, HOWEVER, NO DEFINITE DECISIONS MADE AS OF THIS DATE. BELIEVE PROMOTION EVENT COULD COUNT ON PARTICIPATION REPRESENTATIVES OF BDC, MIN COMMERCE AND POSSIBLY REPRESENA TATIVES THREE TO FIVE (WITH ABSOLUTE MAXIMUM OF TEN) LARGER HOTELS (BY BOTSWANA STANDARDS) INCLUDING SOUTH AFRICAN OWNED HOLIDAY INN AND SOUTHERN SUNS GROUP WHICH HAS RECENTLY COMPLETED MODERN LUXURY SAFARI LODGE IN NORTHERN BOTSWANA NEAR CONFLUENCE CHOBE AND ZAMBEZI RIVERS. DISTANCE AND COST OF TRAVEL TO LESOTHO OBVIOUS DETERRENTS. POST COULD EMPLOY LOCAL NEWS BULLETIN, LETTERS, PHONE CALLS AND VISITS TO PUBLICIZE EVENT.

3) ASSUME PARA 3 (B AND C) REFTEL DIRECTED AT MASERU ONLY. IT UNCLEAR TO EMBASSY WHETHER COMMERCE CONTEMPLATING ONE CATALOGUE SHOW CENTERED IN MASERU WHICH WOULD ENDEAVOR ATTRACT PARTICIPANTS FROM OTHER BLS COUNTRIES OR WHETHER INDIVIDUAL SHOW FOR EACH EMBASSY IS BEING CONSIDERED. EMBASSY DOUBTS BOTSWANA MARKET ALONE LARGE ENOUGH TO JUSTIFY SEPARATE CATALOGUE SHOW.
NELSON

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